

ABSTRACT

The invention provides a computerized electronic auction payment system and method for effecting a real-time payment for an item sold via an electronic auction web site. The system sets up and maintains electronic auction payment accounts for prospective users, 5 e.g., bidders and sellers, of the electronic auction web site. The system provides for the loaning of funds to users, in order to facilitate or effect payments related to items sold via the electronic auction web site.

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